

Credited of Ocean Front Lots Offered for Sale

BIG SALE OF LOTS ON OCEAN FRONT

Property at Belle Harbor Will Be Sold Saturday Next.

LAND APPROACHED BY IMPROVED AVENUES

Riparian Rights Go with the Purchase of Sites, Comment of Auctioneer.

Even as the highest real estate values in the great cities of the world invariably have been recorded in transactions affecting the sale and rental of properties located in the financial and exclusive residential and retail shopping districts, so in the suburban areas of these same influential centers the highest prices are obtained along the ocean front and inland amongst the hills.

The explanation of this principle of land values is that the trend of the population is along the lines of least resistance toward the choicest location, or such a location as the purse can afford. The range of the population from the point of view of the resident of New York is wide, but in the case of ocean frontage the supply is limited and the demand constantly increasing.

Except for the ocean frontage at Coney Island, Brighton and Manhattan beaches, Long Beach and in the Rockaway district there is no other source of supply within the easy commuting zone except the metropolitan area, four hours' ride along the New Jersey seaboard, from the Atlantic Highlands to the distant Atlantic City and Cape May.

The wonder, then, is that the entire visible supply of New York City ocean frontage has not long ago been absorbed and most highly developed on an economic basis by the 7,500,000 population within the metropolitan area, and that this sea-board city expansion has advantages of location and accessibility not possessed by the more distant resorts.

Partial failure of the real estate, building, home buying, amusement and speculative interest first to have taken advantage of the opportunities so very close at hand instead of searching for a greater distance is one of the mysteries of the realty world.

While shore front lots at Coney Island and nearby have been absorbed to the limit, and the supply of ocean frontage is being rapidly diminished, the more intrinsically valuable and even more desirable ocean frontage is being rapidly absorbed. Asbury Park is a miniature Atlantic City, and Boardwalk values there have risen to levels only second to those recorded at the more seashore resorts.

But there is an area much closer to New York, with almost continuous electric train service and an overflowing population cared for and catered to by the city government, which, in comparison with the exorbitant values quoted elsewhere, is absurdly cheap, especially when it is considered that the section referred to has all the possibilities of all-year occupation and is the scene of a double renting season, one in the summer and another in the winter.

This neglected and overlooked section of the Borough of Queens and the city proper is that part of the long and narrow Rockaway peninsula and including Belle Harbor, Neponsit and Telewana Park, owned by New York City.

Here in this richly endowed section, where there are comparatively few lots, the Atlantic Ocean is the southerly boundary and Jamaica Bay the northerly. Rockaway Point, the extreme westerly tip of this water-washed land, divides the waters of the ocean and bay and points directly toward Manhattan Beach and Coney Island. The Long Island Railroad has its terminus at Rockaway Park, ten minutes' walk and two minutes' trolley car ride from the entrance to Belle Harbor, at Beach 124th st. Beach 141st st. makes the dividing line between Belle Harbor and Neponsit, at which point the New York trolley line turns south in Adirondack Boulevard, then proceeds northward through Neponsit to the new city (Telewana) park.

The distance from the ocean frontage to Beach Channel Drive, on the Jamaica Bay frontage on Belle Harbor, is four blocks, two of which lie north and south of the trolley line in New York Avenue.

The Rockaway coast boardwalk lots, at the last street in Rockaway Park, at the back gate to the ocean, are valued at \$3,000 to \$5,000 a lot, just about what boardwalk lots at Atlantic City, through Connecticut and Florida avenues, are estimated to be worth a front foot.

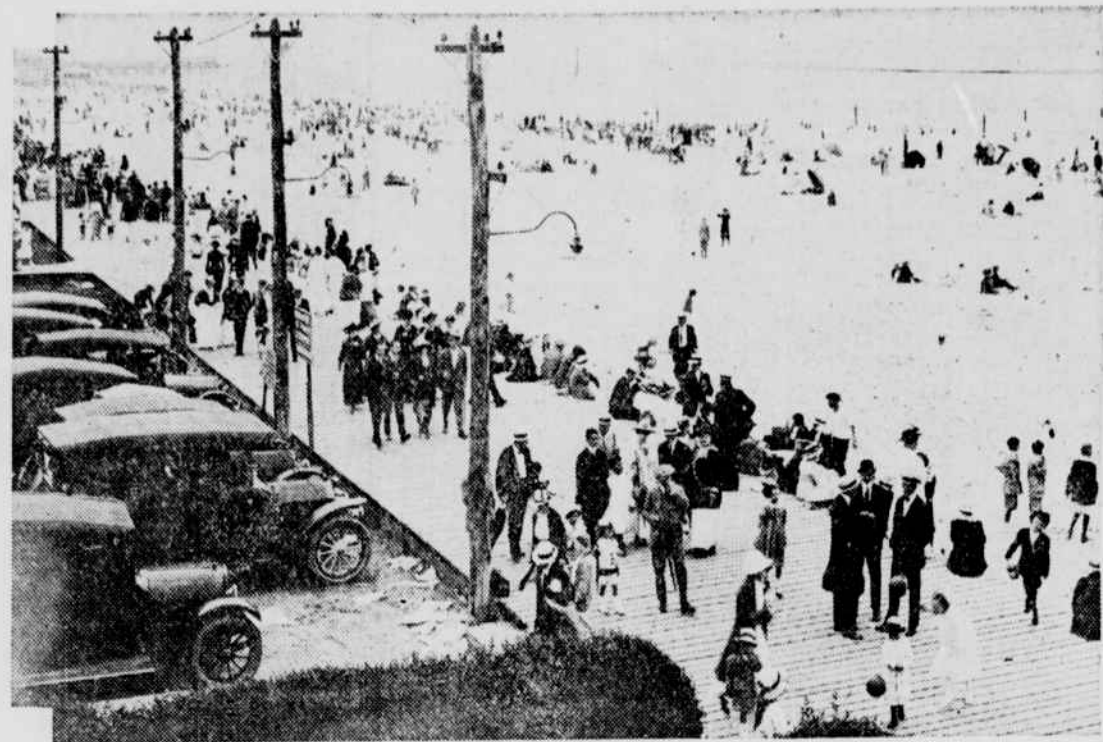
The wholly primitive 4,000 feet of beach and ocean frontage, comprising 234 lots, 30 by 100 feet each, to the west of Rockaway Park represents the southerly portion of the Belle Harbor domain and is the only extensive frontage on the Rockaway coast that has not in the history of mankind been offered to individual home site buyers and builders. Here there is no boardwalk, only mile after mile of sand beach approaching by way of a well-developed and improved avenue, and having a background of some 250 or more summer and all-year houses, costing from \$2,000 to \$4,000 to \$25,000 or more.

What these lots, with riparian rights, will bring, when you can build private residences, hotels and an overlying beach approached by way of a well-developed and improved avenue, and having a background of some 250 or more summer and all-year houses, costing from \$2,000 to \$4,000 to \$25,000 or more.

In addition, the same sale will dispose of 445 other lots, scattered about between the ocean and the bay in several of the choicest of the Belle Harbor residential avenues, in blocks of two to seven lots, and in the west end, blocks of lots in the immediate vicinity of the Belle Harbor Yacht Club and dock, and in the more westerly section, between Jamaica Bay (Beach Channel Drive) and Cranston Avenue (Bayside Drive). The restrictions on these latter lots will permit the erection of hotels, boarding houses, etc.

Belle Harbor needs only an extension of the Rockaway coast boardwalk to make the place into a miniature Atlantic City, which is really and precisely what the peninsula as a whole is growing into on an enlarged scale.

However, as each buyer of a lot at the



Boardwalk at Rockaway Park, adjoining Belle Harbor, where lots will be sold next Saturday.



Boardwalk at Long Beach.

MANY BROOKLYN DWELLINGS SOLD

Brisk Activity in the Bensonhurst Section—Sales in Other Districts.

Activity in Bensonhurst really reflecting the influence of the West End Line, which Commissioner McCall has stated will be in operation by Christmas, is indicated in sales closed recently by O. L. and W. G. Perfect. They sold a house on 76th st. near Eighteenth av. for the Johnson, Gould Company, to a buyer, who resold it, also, sold the Twentieth av. block, between 72nd and 80th sts., to a builder for improvement with eight semi-detached dwellings, with garage; a plot on 83d st. between Nineteenth and Twentieth avs., to a builder; a stucco house built by O. L. and W. G. Perfect Contracting Company at 2373 83d st. to a New York merchant; five lots on the corner of 71st st. and Twenty-second av. to the West Side Holding Company of New York; the corner of Twenty-first av. and 81st st., consisting of six lots, to Levy & Baird, builders, who will erect two homes for their occupancy, and six lots on 81st st. between Twenty-second and Twenty-third avs., to an investor, who is erecting single family houses.

Richard Goodwin sold the lot, 100x275 feet, at the corner of Bushwick av. and Hancock st., part of the old

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NEW ELECTRICAL CODE OPPOSED

Continued from page 1

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MORE LAND FOR OIL CO.

Third Purchase at Elizabeth Made Recently.

Burton Thompson & Co., Inc., have sold to the Galena Signal Oil Company the property owned by the Atlantic Reduction Company at Elizabeth, N. J. The plot purchased is on the west side of South Front st., adjoining the right of way of the Baltimore & Ohio Railroad. This is the third purchase made through the same brokers in this section in the last two months by the Galena Signal Oil Company. The properties adjoining, recently purchased by them, were acquired from the Baltimore & Ohio Railroad and the Standard Oil Company of New Jersey, respectively.

Northern New Jersey Map.

The North Jersey Title Insurance Company, which makes a specialty of insuring real estate titles, and deals in guaranteed mortgages in Northern New Jersey and Rockland County in New York State, has prepared a new automobile map of Northern New Jersey, and part of New York State. The map can be had on application at Hackensack, N. J.

SCENES AT MOUNTAIN LAKES, NEW JERSEY.



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Some Prominent Figures in the Local Realty World This Year

WILLIAM ZIEGLER, JR., recently contracted to purchase from Edgar A. Levy the twelve story apartment house in course of construction at 525 Park Avenue, southeast corner of Sixty-first street, at a reported price of considerably more than \$1,000,000. The seller took a lease of the property for one year. Mr. Ziegler also bought from Mr. Levy the apartment house at the southeast corner of Seventy-second Street and Park Avenue.

EDGAR A. LEVY has figured in a large number of big deals. He purchased from various persons the four dwellings at 58, 60, 62 and 64 East Eighty-first Street, taking in the southwest corner of Park Avenue, and also the dwelling 75 East Eighty-first Street. The cost of the land and the twelve story house to be built at this point will form an investment of \$1,000,000. He also sold, as president of the Salesbury Realty Company, the Clark apartment house, at the northwest corner of Eighty-seventh Street and Madison Avenue, to John Volz.

MARCUS M. MARKS, Borough President, sold the three five-story flat houses, 1049 to 1053 Park Avenue, south of the southeast corner of Eighty-seventh Street, to the Realty Corporation.

MALCOLM D. WHITMAN, of the William Whitman Company, purchased the five story dwelling house, 1080 Fifth Avenue, from Percival Farquhar. This fine house was held at \$270,000. Among neighboring owners are Archer M. Huntington, Benjamin N. Duke, Elizabeth W. Van Ingen and George J. Gould.

HENRY S. DAVIS and his associates have bought the Lucania apartment house, at 235 West Seventy-first Street. The Lucania has been fully rented since its completion some months ago.

DAVID DOWS bought the four story dwelling at 44 Madison Avenue, just north of Forty-eighth Street, and will replace it with a building that he has leased for a long term of years to Douglas L. Elliman & Co. In the lower part of the building will be offices and in the upper apartments Douglas L. Elliman & Co. will occupy the offices. This well known real estate firm has been for some years on a site directly opposite.

HARRIS and MAURICE MANDELBAUM, with their recent purchase of the vacant plot at the southeast corner of 160th Street and Riverside Drive, their purchases of the Loyal L. Smith estate property at this point totalled in the last two years about 125 lots.

JAMES H. CRUIKSHANK and WILLIAM D. KILPATRICK sold their five story apartment house at 79 West 101st Street to John A. Murray.

EVERETT P. WHEELER sold his old home, a four story dwelling house at the northeast corner of Seventy-first Street and Park Avenue, to the 753 Park Avenue Company, in which William Ziegler, jr., is said to be one of the principal stockholders, the object of the company being to prevent the erection of a tall building on the site.

JOHN M. FERRY bought the Moore estate leasehold at 464 and 466 West Twenty-fourth Street, two three story dwellings.

GUSTAVUS L. LAWRENCE sold a plot of four lots in 207th Street, west of Sherman Avenue, for improvement with two five story apartment houses, to the 175th Street Holding Company.

FELIX ISMAN leased for a corporation, which he controls, the

premises, 711 and 715 Seventh Avenue and 168 and 170 West Forty-eighth Street, adjoining. The lease is for a term of twenty-five years, at an aggregate rental of about \$500,000. It carries with it the privilege to purchase. The leasing corporation is said to have no definite plans.

W. DUNCAN BUTLER sold as executor of the Emily Havemeyer estate the four story dwelling house at the southwest corner of Thirty-eighth Street and Madison Avenue, to the 244 Madison Avenue Company, which will build, it is said, on the site a sixteen story mercantile apartment house. The southeast corner of Madison Avenue and Thirty-eighth Street was for many years occupied by the Old South Church. That site was recently the subject of a lawsuit and the decision in that case was that an apartment house could be erected there without infringing on the Murray Hill restriction.

HARRY FISHEL, as the head of a syndicate, bought from the Wilson estate the southeast corner of Forty-third Street and Fifth Avenue, assessed at \$1,090,000. On the plot is an old four story dwelling that was for many years the home of the late Richard T. Wilson. The site is to be improved with a sixteen story mercantile loft building to cost about \$1,000,000.

THOMAS F. RYAN sold the northerly half of his old home property, at Twelfth Street and Fifth Avenue, to the Macmillan Company, publishers. On the site will eventually be built an addition to the six story home of the publishing house.

W. H. FRANSIOLI, S. M. HICKEY and ELEANOR KNOWLES sold the row of seven dwelling houses at the southwest corner of Ninety-ninth Street and West End Avenue to the McMorrow Engineering and Construction Company, which will erect on the site a twelve story apartment house. More than \$1,000,000 will be involved in this operation.

JOHN S. MELCHER bought the six story store and loft building at 25 and 27 West Thirty-second Street, giving in exchange to the Lenox Hill Realty Company, of which Samuel A. Herzog is president, the nine story office building 37 and 39 East Twenty-eighth Street. This was a \$600,000 deal.

SAMUEL E. JACOBS, as president of the People's Big Market Company, leased the three and four story buildings on a plot 100x400 feet at the northwest corner of Forty-ninth Street and Eighth Avenue from the New York Railways Company. On the site will be erected a market with two hundred stands.

C. GRAYSON MARTIN bought the dwelling house formerly occupied by the late Benjamin Altman, at the northwest corner of Fiftieth Street and Fifth Avenue. Subsequently, the premises were leased to the Somersworth Realty Company for a term of twenty-one years at a reported total rental of \$600,000. It is said that the realty company will build on the premises a six story structure.

CORNELIUS VANDERBILT sold a plot adjoining the James A. Burden estate property, at the south corner of Seventy-second Street and Fifth Avenue, to the Wells Bros. Company of New York and Chicago, which at the same time bought the Burden plot. On the combined sites will be erected a twelve story apartment house which, with the land, will represent an outlay of about \$3,000,000. There will be six floors with

only one suite each, the remaining floors having two suites each. The tentative rentals for the suites have been placed from \$15,000 to \$25,000 each. Mr. Vanderbilt got the site he sold some years ago with the intention of putting up there a house for his own occupancy. The late George Vanderbilt bequeathed the one-time William H. Vanderbilt mansion, at the northwest corner of Fifty-first Street and Fifth Avenue, to him, and that is why he sold the upper Fifth Avenue plot.

VINCENT ASTOR purchased from the American Real Estate Company the Arco mercantile building, at 149th Street and Melrose Avenue, for \$850,000. He gave as part payment, besides a substantial amount of cash, his unimproved property with frontages on Jerome Avenue, Grand Boulevard and Concourse, East 170th Street and intersecting streets. J. Clarence Davies was the broker. Mr. Astor also leased, through the Charles F. Noyes Company, the corner store in the seven story building to be erected at the north corner of Vesey Street and Broadway to George W. Welsh's Son, jeweller. Mr. Astor figured prominently in other ways in the market.

WILLIAM EVERDELL, JR., and WILLIAM HENRY BARNUM and their associates in the Number Thirteen Thirty-seven Broadway Company leased to the Old School Realty Company the block front on the west side of Broadway, between Thirty-fifth and Thirty-sixth Streets, and the twelve story building there in course of construction, for a term of twenty years from the completion of the building, the deal involving about \$6,500,000. On the southerly half of the property stood for years the Herald Square Theatre. F. & G. Plomm and Edward P. Blake, of William A. White & Sons, were the brokers in this big deal.

FRANCIS B. CHEDSEY, as executor of the estate of Samuel J. Huggins, sold to the Lehigh Building Corporation the old Huggins home-stand at the southwest corner of St. Nicholas Avenue and 157th Street, for improvement with an apartment house.

FREDERICK BROWN bought the Liberty Building, at Liberty and West Streets, from Euphemia Coffin, giving in part payment the Rugby Hall and the Eaton Hall apartments, 29 to 35 Claremont Avenue.

ADOLPH LEWISOHN became the owner of the Markey estate plot, on the north side of 169th Street, 143 feet west of Broadway. With that purchase he placed under his ownership the entire westerly block front from 169th to 170th Streets, with the exception of the 169th Street corner.

FERNANDO WOOD bought the ten-year Columbia College leasehold, with renewal privileges, at 612 Fifth Avenue, a six-story dwelling house. It was one time the home of Frederick S. Flower.

MRS. ANNIE ROGERS BENJAMIN bought the Annadale and the Bellecourt, two six-story apartment houses, covering the block front on the west side of Fort Washington Avenue, from 177th to 178th Street. She gave to the sellers of the apartment houses, the Hargood Realty and Construction Company, the six old dwelling houses, at 33 and 34 Washington Square, and 95 to 70 Washington Place, which the Benjamin family had owned for more than forty years. The Washington Place property was quickly sold to the owner of the Hotel Holley property, adjoining, and on that site an annex to the hotel will be built.

A LOCATION OF NATURAL CHARMS

300 Fine Homes Built at Mountain Lakes in the Last Four Years.

SIXTEEN MILES OF DUSTLESS DRIVES

Property in Rolling Section of New Jersey, Hundreds of Feet Above Sea Level.

One of the coolest places in New Jersey during the recent hot spell was Mountain Lakes, Inc. At this charming suburb, only a short distance from Boonton, three hundred homes have been erected in the last four years. Most of them have been purchased and are occupied by business and professional men. It can boast of a residential population of 2,000. The tract comprises more than 1,000 acres of hills, lakes and rolling country having an altitude of some 600 to 900 feet above sea level.

A large amount of work has been carried to completion both in laying out the property in drives and selection of home sites. Sixteen miles of drives have been built and paved with dustless amosite. An artesian waterworks has been installed, supplying in unlimited quantity water of absolute purity. Six stores have been built to supply the needs of the park residents. A school, with seventeen classrooms, has been erected for the residents' children at a cost of \$25,000. A country club course of 18 holes, exclusive of the land, has been built, and affords facilities for enjoyment of outdoor recreation. The clubhouse is at the head of the large lake and is a grill, bowling, and billiard hall, a large assembly hall and ladies' and officers' rooms. Tennis courts are lighted for night playing, and a golf course is most conveniently situated.

A church, which recently been completed within the park, and a new plaza at the railroad station has been finished within the month at a cost of \$50,000, making a most pleasing entrance.

This exclusive residential park is in one of the most picturesque parts of New Jersey, and the country for miles around is unsurpassed in its natural beauty. The lakes are two in number and are for the exclusive use of the residents, and all homes are sold with rights to the use of the lakes. Mountain Lake is about one mile long by three-quarters of a mile wide. Wild Lake, the smaller of the two, is about three-quarters of a mile long by one-half a mile wide.

Houses range in price from \$6,000 for a ten-room house, with two baths, on plot 100x200 feet, to more imposing homes costing \$18,000 to \$25,000.

ENLARGE SITE FOR BIG APARTMENT

Bing & Bing Buy 63d Street Houses Adjoining Park Avenue Holdings.

Pease & Elliman have sold for the estate of Robert F. Lee 62 East 63d st. and for Hattie M. Lyons 60 East 63d st., two four story dwellings, making a plot of 28.9x100.5 feet.

The purchasers are Bing & Bing, who recently bought through Pease & Elliman the adjoining property, having a frontage on Park av. from the estate of R. T. Wilson. This gives Bing & Bing a frontage of 75 feet on Park av. and 78.3 feet in 63d st. and a rear depth of 128.9 feet. The plans are being prepared by E. Roth for a twelve story apartment house on the enlarged plot.

Henry Wise has sold the six story flat at 1957 and 1959 First av. on plot 37.6x100.11 feet, between 100th and 101st sts. The owner of record is George C. Kobbe.

Max Just has sold for the Seaman Construction Company, T. G. of Palatka, the site of a new building on the northwest corner of Seaman av. and 207th st. The purchasers will erect a five story apartment house.

Ridgewood Dwellings Leased.

S. S. Walstrum-Gordon & Forman leased at Ridgewood, N. J., for the Minix Company the dwelling at 60 Waltham st. to Arthur H. Jones, for William B. Haight the residence No. 159 Prospect av. and Irving Crane, and for the Smith-Spring Company the dwelling at 376 Doremus av. to James G. Orr.

Staten Island Sales.

William H. Jackson sold for Edward A. Fritzsche his farm and apiary at Richmond, Staten Island, to John Stevenson, of Tompkinsville, who will reside on the farm and continue the business.

Cornelius G. Kolf sold at Hillcrest Park, Great Kills, Giffords, Staten Island, lots 16 and 17, in Ocean View Place, to a client, who contemplates erecting a summer bungalow.

Now Controls Newport Block.

De Blois & Eldridge sold for William C. Anthony the place, with improvements, on the corner of Coggeshall and Victoria avs., Newport, R. I., to Frederic Le Grand D'Hauterville with his purchase Mr. D'Hauterville's property, which block is bounded by Bellevue, Victoria and Coggeshall avs. and Gordon st.

First Farm Paper in 1681.

So far as we can learn, says "The Rural New Yorker," the first attempt at publishing an agricultural or farm paper was made in England in 1681. John Houghton started the "Collection of Letters for the Improvement of Husbandry and Trade." As the name implies, Houghton had the right idea of a farm paper. He filled it with the practical experience of his readers.